

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

<u>Contract / Revision</u> 490109 /		<u>Alt Order #</u> 06285828
<u>Product</u> RESTORE OUR FUTURE		
<u>Contract Dates</u> 08/21/12 - 08/27/12	<u>Estimate #</u> 548	
<u>Advertiser</u> ISS/Restore Our Future		<u>Original Date / Revision</u> 08/17/12 / 08/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	08/21/12	08/24/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-TWTF--				4	\$750.00			
N 2	KVVU	08/21/12	08/24/12	The Dr. Oz Show	4-5p		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-TWTF--				4	\$350.00			
N 3	KVVU	08/21/12	08/24/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-TWTF--				4	\$600.00			
N 4	KVVU	08/21/12	08/24/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	8	\$13,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-TWTF--				8	\$1,725.00			
N 5	KVVU	08/24/12	08/24/12	Bones	Fri 9p-10p		:30			NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	----1--				1	\$1,650.00			
N 6	KVVU	08/25/12	08/25/12	MLB Regular Season	12-4p/4-7p		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----3-				3	\$750.00			
N 7	KVVU	08/25/12	08/25/12	Criminal Minds	Sat 5-6p		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----2-				2	\$225.00			
N 8	KVVU	08/25/12	08/25/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----1-				1	\$950.00			
N 9	KVVU	08/26/12	08/26/12	Fox News Sunday 8-9a	8-9a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----2				2	\$300.00			
N 10	KVVU	08/26/12	08/26/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----1				1	\$1,575.00			
N 11	KVVU	08/26/12	08/26/12	Criminal Minds	Sun 11p-12am		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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25-TV 5 Drive
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Contract / Revision	Alt Order #
490109 /	06285828

Contract Dates	Product	Estimate #
08/21/12 - 08/27/12	RESTORE OUR FUTUR	548

Advertiser	Original Date / Revision
ISS/Restore Our Future	08/17/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----2				2	\$225.00			
N 12	KVVU	08/27/12	08/27/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	2-----				2	\$750.00			
N 13	KVVU	08/27/12	08/27/12	The Dr.Oz Show	4-5p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$350.00			
N 14	KVVU	08/27/12	08/27/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$600.00			
N 15	KVVU	08/27/12	08/27/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	2-----				2	\$1,725.00			
Totals											38	\$34,425.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/26/12	32	\$28,525.00	\$24,246.25
08/27/12 -08/27/12	6	\$5,900.00	\$5,015.00
Totals	38	\$34,425.00	\$29,261.25

Signature: _____ **Date:** _____

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AUG17/12 15.46
*** KVVU-TV ***

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PROGRAM : NEWS
RA35+ : 2.0
CON COM1: MAX 1X DAY
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REP HEADLINE# 6285828
 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG17/12 15.46
 *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			400P-500P PROGRAM : DR OZ RA35+ : 1.0 CON COM1: MAX 1X DAY	30		\$350.00	8/21	8/24	4		TU-F	4
3			530P-600P PROGRAM : NEWS RA35+ : 2.0 CON COM1: MAX 1X DAY	30		\$600.00	8/21	8/24	4		TU-F	4
4			1000P-1100P PROGRAM : NEWS RA35+ : 5.0 CON COM1: MAX 2X DAY	30		\$1,725.00	8/21	8/24	8		TU-F	8
5			900P-1000P PROGRAM : BONES RA35+ : 3.0	30		\$1,650.00	8/24	8/24	1		FRI	1
6			1230P-400P PROGRAM : MLB GAME RA35+ : 4.0	30		\$750.00	8/25	8/25	3		SAT	3
7			500P-600P PROGRAM : CRIMINAL MINDS RA35+ : 5.0	30		\$225.00	8/25	8/25	2		SAT	2
8			1000P-1100P PROGRAM : NEWS RA35+ : 3.0	30		\$950.00	8/25	8/25	1		SAT	1
9			800A-900A PROGRAM : NEWS RA35+ : 2.0	30		\$300.00	8/26	8/26	2		SUN	2
10			1000P-1045P PROGRAM : LATE NEWS RA35+ : 3.0	30		\$1,575.00	8/26	8/26	1		SUN	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
11			1100P-1200M	30		\$225.00	8/26	8/26	2		SUN	2
PROGRAM : CRIMINAL MINDS												
RA35+ : 2.0												
12			700A-900A	30		\$750.00	8/27	8/27	2		MON	2
PROGRAM : NEWS												
RA35+ : 2.0												
13			400P-500P	30		\$350.00	8/27	8/27	1		MON	1
PROGRAM : DR OZ												
RA35+ : 1.0												
14			530P-600P	30		\$600.00	8/27	8/27	1		MON	1
PROGRAM : NEWS												
RA35+ : 2.0												
15			1000P-1100P	30		\$1,725.00	8/27	8/27	2		MON	2
PROGRAM : NEWS												
RA35+ : 5.0												
AUG/12			28525.00			\$5,900.00						
											CONTRACT TOTAL	34425.00
											TOTAL SPOTS	38

MARKET TOTALS \$316,500 KVVU 11% KSNV 34% KLAS 40% KTNV 15% KVMY 0% KVCW 0% CABL 0% KTUD 0%

QUALITATIVE INFO USED REACHING OLDER INDEPENDENT REPUBLICAN VOTERS.

SVC- NSI
 DEMOS- RA35+*